



News Release

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Walk with Mayor Ron Loveridge and Celebrate Victoria Avenue's Past, Present and Future

RIVERSIDE, Calif. – Take a walk with the Mayor along one of Riverside's most scenic and treasured streets, Victoria Avenue.

On Saturday, October 10, join Mayor Ron Loveridge and special guest Craig Fiegner of InstantRiverside.com in a two and half mile walk along Victoria Avenue. Walkers will meet at the corner of Victoria Avenue and Lincoln Avenues at 7:30 a.m. Festivities commence with a ribbon cutting ceremony in recognition of recent upgrades to the Avenue.

This walk celebrates Victoria Avenue as a signature street and its unique designation as a linear park. Victoria Avenue is a historic landmark and public recreational area with miles of bike lanes and walking paths. City staff and docents from Victoria Avenue Forever will be present to educate and entertain walkers with interesting stories and facts about the Avenue, its plant species and restoration efforts.

"I am delighted to invite Riverside residents to join me in celebration of the revitalization of one Riverside's treasures while we step out of our cars, get some exercise and enjoy the beauty of the Avenue," said Mayor Loveridge.

The City's Renaissance project replaced diseased native trees, planted more than 800 orange trees in honor of Riverside's citrus heritage, installed modern water wise irrigation, reconstructed bike and walking paths, and restored the nine miles of rose-lined medians with more than 8,000 propagated Ragged Robin Roses.

"Victoria Avenue came to life at the turn of the 20th century, and now thanks to the commitment of our elected officials and city staff, Victoria Avenue is again being rejuvenated at the turn of the 21st century", said Dave Rogers, President of Victoria Avenue Forever, the local non-profit which is dedicated to the preservation of Victoria Avenue.

For more information about the event or Victoria Avenue, contact Brenda Flowers (951) 826-5813.

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